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The Weekly Online Publication of the Hollywood Chamber of Commerce

April 7, 2015

## Working for YOU ...

The Hollywood Chamber of Commerce is always actively looking out for the interests of our members and promoting Hollywood. Here are a few of our activities from last week:



Hollywood Chamber provided members an opportunity to meet with newly-elected Sen. Ben Allen. Photo by Marlene Panoyan

- Senator Ben Allen, Senate District 26, met with Chamber leaders to discuss his priorities in Sacramento. Senator Allen was just elected last November to represent a district that stretches from Palos Verdes to Hollywood. Chamber members discussed business priorities such as reform of CEQA and changes in the State's tipped wage policy. Chamber meetings with elected leaders such as Senator Allen, allow us to speak directly with decision makers about issues that are important for the business community.
- Chamber members testified at two City hearings in the Valley and West L.A. on the importance of a carve-out for small businesses and nonprofits in any minimum wage increase. The Chamber is fighting to secure a smaller increase over a longer period of time to allow businesses an easier time to implement

[www.hollywoodchamber.net](http://www.hollywoodchamber.net)



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the proposed increase, just one more example of how the Chamber fights for your interests.

- Hollywood Young Professionals and Entrepreneurs, better known as HYPE, held their second meeting at the Hyde Nightclub to another enthusiastic reception by Hollywood's millennial generation. The meeting unveiled HYPE's new goal-based action committees to allow young professionals an opportunity to engage.
- Chamber Chair Beth Marlis and other board members met with hillside residents' representatives to discuss issues related to traffic and the Hollywood Sign. The Chamber works to resolve community issues that impact both businesses and residents.
- Letters were written by the Chamber in support of Hollywood's 99-seat equity waiver theatres asking the Actors Equity Association to not impose a minimum wage for actors donating their services. Such a move would put many of the small theatres out of business.

## Hollywood Chamber Calendar

Tuesday, April 21st at 8 a.m. - Economic Development

Friday, April 17th at 8:30 a.m. - Modernize Your Business with Tech101 Series [RSVP](#)

Tuesday, April 21st at 8 a.m. - Economic Development Committee [RSVP](#)

Thursday, April 23rd at 6 p.m. - Hollywood Expo - [Sponsor or Get a Booth](#)

Tuesday, May 19th at 5:30 p.m. - Mixer at Asa Meza

May 17-21st - FHCP D.C. Trip

May 27-28th - Sacramento Trip - [Join Hollywood Chamber Delegation](#)

Thursday, May 28th at 11 a.m. - Heroes of Hollywood Luncheon at Taglyan

Thursday, June 25th at 8 a.m. - Economic Development Summit [Sponsor](#)

Friday, July 10th at 11:30 - State of the State with President Pro Tem Kevin de León

## Last Chance to Tell Your Story in The Hollywood Community Guide & Business Profile

Advertising sales are well underway for the Hollywood Chamber's 2015 Community Guide & Business Profile. Time is running out to advertise and be a part of this in this redesigned publication. Reserve your ad space before April 10th! Tell your story to thousands of business owners, affluent residents, visitors and those interested in relocating to our community. Hollywood Community Guide is a comprehensive community guide for businesses, residents and visitors, focusing on Hollywood's incredible economic progress and path forward. Hollywood Business Profile targets businesses considering Hollywood for their operations, the Hollywood Business Profile provides details about the local economy, infrastructure, specific commercial developments and their amenities. Visit [www.HollywoodBusinessProfile.com](http://www.HollywoodBusinessProfile.com), or call 323-469-8311 ext.14 for more information.

## Chamber Foundation Event Committee Now Accepting Nominations for Heroes of Hollywood

Do you know an outstanding individual, business, or non-profit organization that has made an extraordinary contribution to the Hollywood community? Submit the completed [Heroes of Hollywood Nomination Form](#) by mail, fax or email by Friday, April 3rd, by 4 p.m. to:

Hollywood Chamber of Commerce - Attn: Heroes of Hollywood  
7018 Hollywood Boulevard, Hollywood, CA 90028  
Fax: 323-469-2805 • email: [marina@hollywoodchamber.net](mailto:marina@hollywoodchamber.net)



**Working for YOU...**  
[Hollywood Chamber's 2014-15 Annual Report](#)





The Awards Ceremony will be held on Thursday, May 28th at the Taglyan Cultural Complex, 1201 Vine St. in Hollywood. The reception starts at 11 a.m., followed by the luncheon and awards program at 12 noon. [Please consider sponsoring Heroes of Hollywood luncheon](#) which serves as one of two major fundraisers for the Hollywood Chamber of Commerce Community Foundation, a 501(c)3 organization dedicated to improving the lives of Hollywood community members. All funds raised from this luncheon will be awarded in the form of grants to local community organizations.

# SHOWCASE YOUR BUSINESS AT THE 27TH ANNUAL HOLLYWOOD EXPO



THURSDAY, APRIL 23, 2015  
EXHIBITS OPEN FROM 6 P.M. TO 9 P.M.  
HOLLYWOOD PALLADIUM  
6215 SUNSET BLVD., HOLLYWOOD, CA 90028

### WHO WILL ATTEND:

- ★ Travel & Event Planners ★ Travel Writers
- ★ Concierges ★ Bloggers ★ Social Networkers
- ★ Executives ★ Business Owners
- ★ Hospitality Professionals
- ★ Local News & Media



### WHY EXHIBIT AT THE 2015 HOLLYWOOD EXPO?

- ★ Showcase your business to over 400 potential clients
- ★ Interact with your peers and new business partners
- ★ Receive publicity and visibility in Hollywood
- ★ Entertain clients in a unique setting



For more information on exhibiting or sponsorship email [Kaylee@hollywoodchamber.net](mailto:Kaylee@hollywoodchamber.net)

Yes! I would like to showcase my business at the 2015 Hollywood Expo!

Please choose your exhibit type and appropriate rate:

<input type="checkbox"/> PREMIUM w/electric access	<input type="checkbox"/> CHAMBER MEMBERS \$595	<input type="checkbox"/> NON-MEMBERS \$695
<input type="checkbox"/> STANDARD w/prime location	<input type="checkbox"/> CHAMBER MEMBERS \$495	<input type="checkbox"/> NON-MEMBERS \$595
<input type="checkbox"/> STANDARD	<input type="checkbox"/> CHAMBER MEMBERS \$395	<input type="checkbox"/> NON-MEMBERS \$495

ALL RESTAURANTS OFFERING MENU SAMPLES RECEIVE \$100 OFF ALL BOOTH PRICES.

Yes, I am a restaurant, so please deduct \$100 from my exhibit rate!

Menu samples will include \_\_\_\_\_

COMPANY \_\_\_\_\_ CONTACT \_\_\_\_\_

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Hollywood Chamber of Commerce appreciates the support of our member investors, the Premiere Investors Club for their help in furthering the Chamber's advocacy agenda.

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# Modernize Your Business

The Hollywood Chamber of Commerce invites members and local businesses to the launch of our Tech101 Educational Series. These tech-related events aim to help small to medium size businesses get the know-how to make technology work for them. The Tech101 Educational Series will be held on the third Friday of each month. The first session will discuss how to "Modernize your Business" in partnership with Microsoft and UGM Enterprises on Friday, April 17th at 8:30 a.m.

- WHO:** Hollywood Chamber of Commerce in partnership with Microsoft and UGM Enterprises
- WHAT:** Tech101: Modernize Your Business
- WHEN:** Friday, April 17th • 8:30 a.m. to 9:30 a.m.
- WHERE:** Hollywood Chamber of Commerce, 7018 Hollywood Blvd.



Dean Edouarde is Group Vice President at UGM Enterprises and manages UGM's consulting group who specialize in helping small and medium businesses grow and thrive. Dean will focus on how to Modernize Your Business and discuss how Microsoft offers business solutions designed to address your business goals and challenges across four key areas:

- Grow efficiently** - Use technology to reduce costs and be a real enabler of your business growth.
- Safeguard your business** - Keep your data protected and be prepared for the unexpected, so you know your business never misses a beat.
- Do business anywhere** - Get the benefits of a productive mobile team that can work together, wherever they are.
- Connect with customers** - Gain the competitive advantage of understanding your customers and making meaningful connections to build long-term relationships.

Complimentary for Chamber members in good standing. Admission is \$15 for non-members. \$20 at the door.

Validated parking is available at Hollywood Roosevelt Hotel for \$4

One business to win a gift from Microsoft



Limited Seating. Must Register online: [www.hollywoodchamber.net/events](http://www.hollywoodchamber.net/events)



## Silver Sponsors

- [CIM Group](#)
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- [Paramount Pictures](#)
- [Sunset Gower/Sunset](#)
- [Bronson Studios](#)
- [Sheppard Mullin](#)

## Bronze Sponsors

- [Kaiser Permanente Los Angeles Medical Center](#)
- [Occidental Entertainment Group Holding](#)

### Hollywood Chamber and Community Events

[Tech101: Modernize Your Business](#)  
Friday April 17, 2015 from 8:30 AM to 9:30 AM PDT

[Network and See What's New at the 27th Annual Hollywood Expo](#)  
Thursday April 23, 2015 from 6:00 PM to 9:00 PM PDT

Online Event Registration by Constant Contact

### [Submit your event!](#)

## Get Answers on New Paid Sick Leave Law (AB 1522) at Webinar on April 8th, at 12 Noon to 1 p.m.

The Governor's Office of Business and Economic Development (GO-Biz) and the Department of Industrial Relations are offering a free webinar on the new California paid sick leave law on Wednesday, April 8th. The hour long webinar will provide information on the facts and tips on successful compliance. Attendees will be able to submit questions for knowledgeable staff to answer during the webinar. If you would like to submit questions in advance, please email [AB1522@dir.ca.gov](mailto:AB1522@dir.ca.gov). Comments regarding AB1522 may also be sent to this email.

Webinar Location: <https://www.livemeeting.com/cc/mmancusa>

Meeting ID: PaidSickLeaveWebinar

If you still cannot enter the meeting, please call 1-800-857-8777.

For inquiries regarding this online newsletter, please contact

[Marlene Panoyan](#)  
Director of Communications/Social Media at the Hollywood Chamber of Commerce or call 323-469-8311 x17.

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Mail reprints to:  
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**Street Closures:** The annual Hollywood Half Marathon will be held on Saturday, April



11, 2015. The race will begin at 6 a.m. at the corner of Hollywood Blvd. and Highland Ave. [Click to view the map of the route along with other pertinent information](#). If you have any questions, please visit [www.HollywoodHalfMarathon.com](http://www.HollywoodHalfMarathon.com) or contact the event organizers directly at [communityrelations@superheroevents.com](mailto:communityrelations@superheroevents.com) or 213-627-8484.

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## Check out Chamber Members' Hollywood Hot Deals



The Chamber's Hollywood Hot Deals is a monthly email newsletter which offers hot deals from members of the Hollywood Chamber. This complimentary service is a part of membership benefit at no additional cost. Hollywood Hot Deals is broadcast on The Spicy Business Talk, a live radio show played in KLEDLIVE.com 91.1FM. The show will be playing the Chamber's Hollywood Hot Deals. Members of the Chamber who offer deals to member businesses and the community will now be able to benefit from an additional exposure on the radio. Kledlive, has 15 live hosts that play their shows and are re-broadcasted after midnight. Kledlive.com: From the heart of Hollywood and around the world this is [www.Kledlive.com](http://www.Kledlive.com). Special offers from Chamber members with [Hollywood Hot Deals](#)

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### Take Advantage of Hollywood Chamber's Award-winning Free Business Counseling Service offered by Service Corps of Retired Executives (SCORE)

Richard Krelstein, a retired business turn-around specialist  
Consulting services will be available most Fridays 10 a.m. - 12 Noon  
By appointment only. Call Vivian at 323-469-8311.

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## Hollywood Chamber Announces Walk of Fame Nomination Time

### All Nomination Forms Must Be Submitted By Friday, May 29, 2015 at Noon To Be Considered In June Selection Meeting For 2016

Hollywood Chamber of Commerce is now accepting nominations for the Hollywood Walk of Fame. Deadline for submission is on Friday, May 29, 2015 at 12 noon. All nominations will be considered in the annual Walk of Fame Committee meeting to be held in June. The Walk of Fame Committee will make selections for the year 2016. "We are constantly asked about the process. Nominating someone for a star is as simple as can be! All we ask for is a completed nomination application and a commitment to sponsor the star should their celebrity be selected. Anyone can nominate their favorite celebrity, including a fan," said Ana Martinez, Producer of the Walk of Fame ceremonies. "Each year, we receive an average of 300 nominations. The Walk of Fame Committee will select an elite group of personalities to become our newest Walk of Famers and continue to help make Hollywood the most famous community in the world!"

[Nomination applications](#) can be obtained at [www.walkoffame.com](http://www.walkoffame.com)  
[Nomination Procedures](#): <http://www.walkoffame.com/pages/nominations>  
[Frequently Asked Questions](#): <http://www.walkoffame.com/pages/faqs>

or by sending a self-addressed, stamped envelope to:  
Walk of Fame Committee  
c/o Ana Martinez, Hollywood Chamber of Commerce  
7018 Hollywood Boulevard, 2nd Floor  
Hollywood, CA 90028

The Walk of Fame categories include Motion Pictures, Television, Radio, Recording

and Live Theatre/Live Performance. The Walk of Fame Committee will select approximately 20-24 names for insertion into the world-famous Walk. Whether nominating an individual or group, the sponsor must submit a photo, a bio and the nominee's qualifications as well as a list of contributions to the community and civic-oriented participation. A letter of agreement from the nominee or his/her management must be included with the application. Posthumous nominations have a five year waiting period.

The Hollywood Walk of Fame does not encourage or endorse online campaigns for fundraising for a star prior to selection. Such initiatives do not impact the selection process for a star on the Walk of Fame. The committee does not accept signatures, phone calls, e-mails, or any form of written or online petitions for a nomination. Beware of all online petitions that collect your email address to no avail. Only official Walk of Fame applications are accepted. "We encourage that you read and fully understand the nomination and selection process on our website [www.walkoffame.com](http://www.walkoffame.com)," said Martinez.

New selections will be announced in June. See [www.walkoffame.com](http://www.walkoffame.com) for updates.

All Walk of Fame star ceremonies are live-streamed exclusively on [www.walkoffame.com](http://www.walkoffame.com). Want to know the latest scoop on who is getting the next star on the Hollywood Walk of Fame? Follow producer Ana Martinez aka Stargirl on Twitter @Wofstargirl. Stargirl knows all the details about the Walk of Fame and will definitely entertain you!



The Hollywood Chamber is encouraging members and Hollywood businesses to add the above walkoffame.com button on their

website to directly link to [www.walkoffame.com](http://www.walkoffame.com) the official Hollywood Walk of Fame online. Offer your site visitors direct access to Stargirl's anecdotes and daily experiences with stars on the Hollywood Walk of Fame.

Follow stargirl on facebook

<http://www.facebook.com/pages/Hollywood-Walk-of-Fame/107930052586317>

Twitter: <http://twitter.com/#%21/wofstargirl>

On YouTube <http://www.youtube.com/hwdwalkoffame>

#Hollywoodwalkoffame, #wofstargirl

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## Secure and Back Up Your Data with KeepItSafe

All businesses, regardless of size, need to protect their critical data. This is an important step in emergency preparedness and safeguarding data in case of a disaster. KeepItSafe offers a reliable and affordable data protection service that easily eliminates the concern of backing up data on a regular basis. KeepItSafe offers a hands-on approach to protecting your company's vital information. KeepItSafe backs up customer data at automatically scheduled intervals and transmits the information seamlessly to multiple data centers for safekeeping. Their reliable and dedicated service eliminates the potential for human error while promoting faster recovery in the event of disaster. With KeepItSafe, you get peace of mind knowing all your business critical documents are safe and secure at a phenomenal value. KeepItSafe is a division of j2 Global family of cloud-based service providers, a member of the Hollywood Chamber and a global company headquartered in Hollywood. For more





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#### Special benefits include:

- Get discounts of up to 60% from a list of 600 frequently-purchased business essentials including paper, ink and toner. Plus get 5% off most other items.
- Take advantage of special pricing on cleaning and breakroom supplies, green products, promotional items, furniture, technology, and copy and print services.
- Shop online and get Fast and FREE delivery on qualifying orders of \$50 or more within our local delivery areas (see below for details).
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Hollywood Chamber of Commerce

Since 1921... Promoting and enhancing the business, cultural and civic well-being of the greater Hollywood community.  
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